

Website & E-newsletter Specs

Bulk Transporter™ online offerings are a great way to brand your products or services, build awareness, and drive traffic to your company's Web site.

Technical Specs

Web site dimensions and file sizes:

bulktransporter.com

- ❶ Leaderboard: 728 x 90 • 35k maximum
- ❷ Spotlight: 300 x 250 • 35k maximum
- ❸ Button: 180 x 150 • 20k maximum
- ❹ Marketplace: 88 x 31 • Art: 4k maximum
Text: 4 lines/14 characters per line max.
- ❺ ASK THE EXPERTS: Interactive Q & A Forum
Contact your sales representative for specifications.

Formats: Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif.

Will accept for testing: DHTML, Audio, Real, Shoshkeles

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: Will accept most 3rd-party ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Frames and Looping:

Maximum frames—4 • Looping—3 times

Materials due: Two (2) business days prior to posting

Five (5) business days for rich media

- **Include with instructions:** Referring URL and alt text

E-newsletter dimensions and file sizes:

Bulk Logistics Trends (weekly)

Tank Wash Monthly (monthly)

- ❻ Full Banner: 468 x 60 full banner • 15-20k maximum
(includes additional 50 words of text & email/url link)
- Square: 125 x 125 • 20k maximum
- Tower: 120 x 600 • 25k maximum
- Half-tower: 120 x 240 • 20k maximum

Formats: Currently Accepted: GIF or JPEG files only.
No Rich Media or Flash.

3rd Party Ad Serving: Most 3rd Party Ad tags accepted. 3rd Party Ad tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Frames and Looping:

No animation available on e-newsletters.

Materials due: Two (2) business days prior to e-newsletter blast.

E-newsletter sponsorships are limited to five advertisers per e-mail and are available on a first-come, first-served basis. For availability and rate information, contact your sales rep.

Cancellation Policy: Banners & sponsorships require a 2-week written cancellation notice.

More detailed specs available on request.

